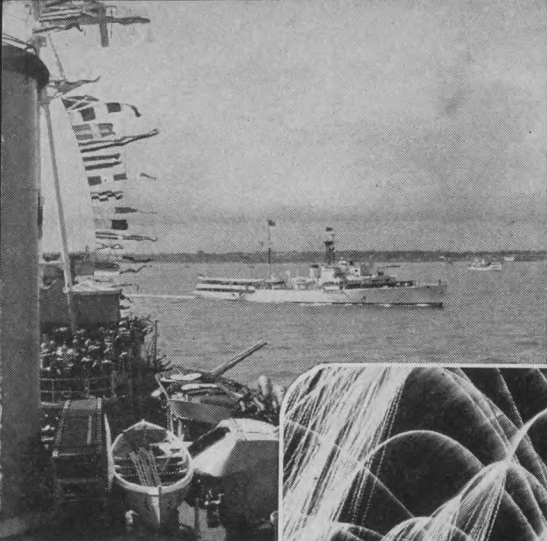




Contacts
AUGUST 1953





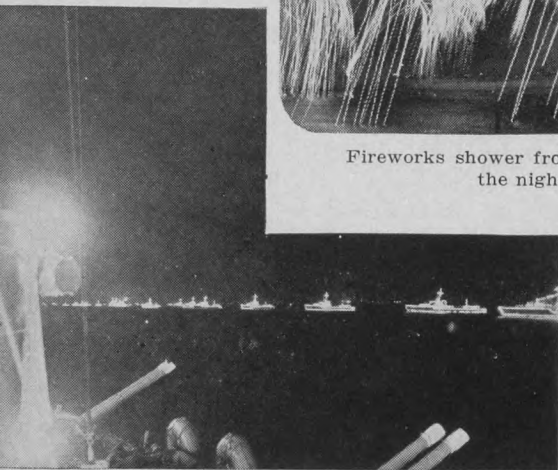
Her Majesty on
her reviewing ship,
H.M.S. Surprise,
passes H.M.C.S.
Quebec.



Rocket burst from
destroyers during
fireworks display.



Fireworks shower from the cruisers during
the night display.

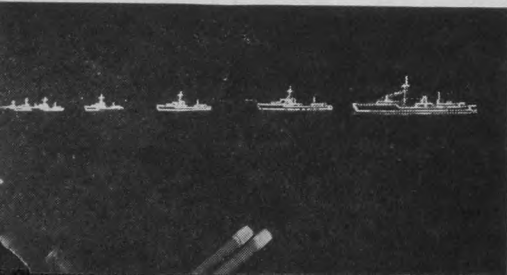


Destroyers and frigates during
night illumination.



H.M.C.S. Quebec, night illumination.

Line of destroyers illuminated
for night display.



Carriers, cruisers and destroyers,
night illumination.



THEY'RE IN THE QUEEN'S NAVY!

Review of The Fleet at Spithead, England

P.O. Les Walker, R.C.N.(R.), attached to H.M.C.S. Chippawa, and a member of our Floormen staff, was selected by Ottawa to be a member of the Coronation Squadron, and was on H.M.C.S. Quebec. He had a first-hand view of the Fleet Review, and these are his impressions of that historic event.

Reviews of the fleet by the reigning monarch have been carried out for almost 200 years. The first was held in 1773 when George III reviewed two lines of ships after fighting the French and Spanish navies during the Seven Years' War.

Through the years, the Review has become an event of utmost importance to the British people, not only for its magnificence and ceremony but for its symbolic assurance to the Briton that his fleet is still ready to keep Britain safe.

As the fleet and its various components have grown, so has grown the Review in magnitude and grandeur, with its awesome array of naval might and its immensely beautiful night-time display of lighting and fireworks, a display carried out with split-second timing and organization that impresses one with the thoroughness of the British.

The latest review of the Fleet (numbering 208 ships) held at Spithead, near Portsmouth, was in keeping with the strictest order and tradition of the Royal Navy with all the ceremony and "spit and polish" in evidence.

The day dawned bright and clear. A brisk breeze blowing over the Solent kept all flags flying full, pleasing the hundreds of early morning sailing skippers in their yachts and sailboats, out to hold their own private review. All ships of the fleet were "fully dressed" with flags and bunting from stem to stern and all was in complete readiness for Her Majesty. At 2:30 in the afternoon, the Review area was cleared of all small boats, and ships' companies were standing by for the inspection.

The thunder of a Royal salute by naval gun-fire rumbled shoreward at 3:30 as H.M.S. Surprise, carrying Queen Elizabeth and the Duke of Edinburgh, entered the

Review area. Surprise followed a course through the lines of aircraft carriers and visiting warships to the end of the nine-mile line then, turning to starboard, came back through the lines of cruisers and destroyers to anchor at the head of the cruiser lines and next to H.M.S. Vanguard, flagship for the Commander-in-Chief, Admiral Sir John Edelman.

A heart-warming and rousing cheer was given in turn by every ship's company manning the ship's sides as the Queen came abreast of each ship. The sight of thousands of white caps being waved with each cheer was particularly impressive. After Surprise had anchored, the Fleet air arm gave a tremendous display with the fly-past including helicopters, jets and propeller-driven aircraft.

Day-time ceremonies over, the Fleet prepared for its display of illumination and fireworks. Promptly at 10 p.m., the Queen, aboard Surprise, pressed a golden Morse key and every ship in the Fleet previously blacked-out became transformed, at the same instant, into endless lines of jewelled magnificence against a jet-black background of velvet night.

Half an hour later all ships darkened at the same moment, and four minutes later the night became a fairyland of red, white and blue rockets and flares; while all the aircraft carriers spilled silver and gold waterfalls from their flight decks into the sea.

On completion of the fireworks the Fleet was then illuminated again and remained so until midnight when the Royal Review of the Fleet at Spithead by Her Majesty, the Queen, on the occasion of her Coronation, officially came to an end. An unforgettable day for all who participated in this great and historic event.

Imperial Impressions...

(Ed. Note: Lady Eaton and our President, Mr. John David Eaton, with members of their family, were in England for the Coronation. Lady Eaton has kindly consented to write her impressions for publication here, giving us her intimate views on the stirring ceremony which gave to Canadians, through television and motion pictures, a renewed loyalty and devotion to the Queen, and a deeper understanding of the Queen's unselfish vows to devote her life to her people.)

By LADY EATON

ON February 6, 1952, when the whole world was saddened by the sudden death of King George VI, the King's older daughter, a young and lovely Princess who had so recently travelled across Canada, began a long, sad flight back from Africa to England. How wonderful that she had the tender love and the strong arm of her Prince—the Duke of Edinburgh—to lean upon.

From the moment of her return, the relentless demands of duty drove her to the limits of human endurance. She could not have the luxury of privacy, even in sorrowing for the loss of her loving father, but passed some of her most poignant moments before almost the whole world.

During preparations for her Coronation, her grandmother, whom she adored, and also one of her uncles, died.

But Her Majesty had dedicated her life to her people on her 21st birthday and, putting her personal sorrows in the background, she did whatever was required of her with great dignity and calm.

And so, with this background of events within a few short months, she came to the time of her Coronation.

The two weeks preceding June 2 were full of glad anticipation and excitement. In England at the time and mostly in London, I could feel the mood of the people. Excitement grew as miles and miles of the route were lined with seats for the procession to and from Westminster Abbey (the private chapel of Buckingham Palace, as the Bishop of London explained). Streets were so decorated the buildings could not be seen at all.

The Duke of Norfolk had set up an office as soon as the date for the Coronation was announced, and rehearsals had begun when I reached London. His plans were so well laid and his rehearsals were carried out with punctuality. None with a part in the ceremony was excused from rehearsal. The Queen Mother Queen Elizabeth and Princess Margaret attended three or four rehearsals; Her Majesty the Queen and the Duke of Edinburgh attended three or four and all four actually took their places in one. The result was that every part of the ceremony began exactly on time and there was no flaw.

Only the weather was out of rhythm. It was dull and cold before and during the ceremony and a terrific downpour came just as the procession lined up to leave the Abbey. The procession passed Trafalgar twice on the return drive.

Some of the coaches were held up for ten or fifteen minutes as rain fell in torrents. Two of the first carriages were open

landaus in which rode sultans from the Middle East. One of the occupants tried to attract the footman's attention to their plight, but he was certainly obeying his briefing to the letter and never moved. They struggled to raise the top themselves, and then the Navy came to the rescue. A Petty Officer on duty with sailors lining the route called two of them to assist him in closing the landau.

Queen Salote, of the Tonga, was a majestic figure as she rode along. She refused to be protected from the rain, and smiled and waved to the crowds, who cheered her again and again, breaking into song "For She's a Jolly Good Fellow." One had to be there to measure the extent of the enthusiasm—if seeing is believing, then hearing is proof positive.

The crowds sang "The Soldiers of the Queen"—"It's a Long Way to Tipperary"—and "All the Nice Girls Love a Sailor," which expressed their joy.

But when the Queen passed I am sure there was not a dry eye.

There was a roar of cheering and my own impression was that the whole world was cheering and emotionally stirred beyond anything I had ever known in a fairly wide experience of life. I still feel all the world has been uplifted by the vision of that young, beautiful, good woman who had taken her vows and re-dedicated herself to her people, with the aid of their prayers and the help of God.

When the "tumult and the shouting" died, I realized that nothing could reveal to the world the unity of the British people, their loyalty and devotion to their sovereign, as did the cheerfulness with which they endured long hours of waiting in rain and cold in order to show their love and their pride in their Queen Elizabeth the 2nd.

A feeling of hope has grown out of this celebration of a ceremony bequeathed to

(Continued on Page Five)

Mr. Bruce Sutherland Appointed Staff Superintendent

Formerly supervisor of the Sales Office, Mr. Bruce Sutherland has been appointed Staff superintendent, replacing Mr. A. D. MacDonell who will retire August 1.

Associated with the Company since 1923, Mr. Sutherland commenced work in the General Audit, being transferred from there to the Sales Office.

He is a past-president of N.O.M.A., is active on the board of the Manitoba Medical Service, is a member of the Chamber of Commerce, and is active on the council of that organization.

Possessor of a pleasing baritone voice, he is much in demand for community singing leadership, and has been a member of the choir of St. Andrew's (Oak Street) United Church.

Among his hobbies, farming has a leading place.

Married, he and Mrs. Sutherland have a son, Paul, who is no mean artist.



Company Entertains Students Attending United Nations Seminar

"The United Nations is not something apart from peoples and governments, something which, of itself, will realize our wishes. We, the peoples of the world and our respective governments, are the United Nations. The organization is the instrument of our will and our intelligence."

—Trygve Lie.

Tuesday, July 14, over 100 boys and girls from the high schools of Manitoba and northwestern Ontario gathered in the Seventh Floor Assembly Hall for a luncheon tendered them by the Company.

These young men and women were attending a week of lectures and discussions planned and presented by the Winnipeg Branch of the United Nations Association in Canada, "... to assist our youth to a realization of the fact that each individual has a part to play in United Nations organization and that a preparation is necessary for responsible world citizenship."

Head table guests included Prof. G. H. Boyes, Mr. Wm. Neil, Dr. J. Friesen, Mr. C. F. Greene, Mr. W. L. Palk, Dr. Jamieson, Prof. Stuart Tweedie, Mr. W. D. Rumball and Mr. A. B. Johnston.

After a pleasant meal, Mr. W. L. Palk, Store superintendent, welcomed the guests and expressed the interest of the Company not only in the activities of this group, but also in all groups trying to accomplish something worthwhile. He then introduced the speaker, Mr. C. F. Greene.

Mr. Greene, well known for his Sunday radio program, "Neighbourly News from the Prairies," spoke on the subject "Good Neighbours." He reminded everyone that good neighbours are essential among nations as well as among individuals. The prime purpose of the United Nations "is to establish good neighbours among the nations of the world."

Dr. J. Friesen thanked Mr. Greene for his talk and expressed the appreciation of the group for the hospitality of the Company.

IMPERIAL IMPRESSIONS . . .

(Continued from Page Four)

us—so rich in tradition, steeped in grandeur and beauty, incredibly beautiful and spiritually uplifting. A new generation has been enriched in its observance. It was good to be there.

The great moving moments of the service were Her Majesty's responses—the singing of "O God, Our Help in Ages Past" and—"God Save the Queen."

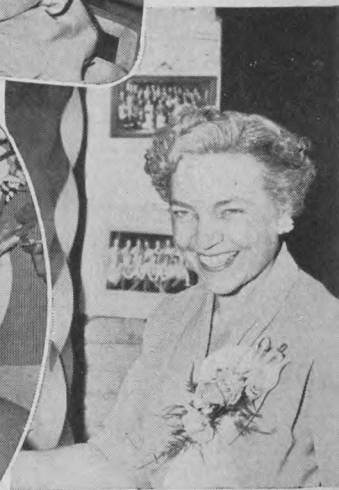
There were people, old and young, who had taken their places two days in advance, who had lived on the curb of Trafalgar Square. When they left their places to go for tea or a stretch, no one thought of trying to take their places, though they might be in a vantage point. The people

were so cheerful and so happy, for they had come to take part in the crowning of their Queen — to see the Royal Family, whom they love. Now it was done and all was well.

No word of mine could do justice to such a solemn and joyful occasion.

God Save the Queen!

We were a family party watching this great event from the C.P.R. building on Trafalgar Square—the President and his wife, Mr. and Mrs. John David Eaton and their two sons, John and Frederic, my daughter and her husband, Major F. F. McEachren. The reaction of us all was similar and the grandchildren, too, were thrilled to share this great pageant.



Welcome to the Eaton Quarter-Century Club

KENNETH M. SUTHERLAND

Mr. Sutherland, whose quarter-century anniversary fell on July 3, is head of department in M.O. Women's Shoes. A dinner was tendered in his honour in the evening at the St. Regis Hotel, with about 50 friends from his own and 37, 39, 238 and 239 departments. Mr. H. B. MacGregor was chairman.

Mr. C. R. Graham, supervisor, presented Mr. Sutherland with a leather club bag from the staff and Mr. J. S. Fowler gave the matching bag as a personal gift.

After the dinner Mr. and Mrs. Sutherland entertained at their home.

Mrs. Sutherland is the former Jessie Murray, Hosiery office, Calgary. They have two sons, David and Murray. Ken is active in both the Eaton Curling Club and Men's Bridge Club.

BRUCE McLARTY

Mr. McLarty who is head of department in the Stoves, has had a wide and varied experience during his 25 years with the Company. During this time he has worked in the Parcels, Display, Piece Goods, Scarves and Neckwear, Fancy Goods, Research, Notions and finally, the Stoves. During the war he served in the Canadian Ordnance Corps and the Infantry as a corporal. Mr. McLarty married the former Nan Kerby, Piece Goods, and they have one child, Bruce, Jr.

On the morning of July 3 Mr. T. F. A. James, assistant, presented Mr. McLarty with a mantel clock on behalf of the staffs of Departments 256 and 56. In the evening a banquet and dance was held in the Albany Room of the Assiniboine Hotel. Here Mr. McLarty was presented with a pair of binoculars and Mrs. McLarty a Doulton figurine. The honours were done by Mr. James and Miss B. Graham.

AUDREY M. BARTLETT

Thursday, June 18, found the Sales Audit and C.O.D. Office a hive of excitement and well wishes, for that was the day marking the completion of 25 years' service in the Sales Audit by Audrey Bartlett. At a presentation to mark the occasion, Mr. R. Anderton, supervisor, paying tribute to Audrey's co-operation, asked Audrey to accept a set of sterling silver flatware. Numerous other gifts were received from her many friends during the day. Audrey was also honoured at a luncheon given by her friends and associates throughout the Store.

JACK E. ACHURCH

Jack Achurch has "always enjoyed his work with the Company," and as a memento of the Sporting Goods staff to show Jack how much he is appreciated, Mr. Barry, head of department, presented him with a pair of binoculars. We hope these glasses help you get every available bit of enjoyment from your motoring trip, Jack. Mr. Achurch's anniversary was July 9.

ALBERT E. HEADON

Mr. Headon, who was born in Hull, England, celebrated his quarter-century with Eaton's on July 3. Mr. T. Giles, head of department, presented Albert with a power saw, something which will give him a great deal of pleasure with his hobby, wood working, and a great deal of help in his work with the Wolf Cubs in St. James.

Albert served in the R.C.A.F. Married, he has a son, Ross, and a daughter, Margaret.

Description of Pictures on Facing Page (Left to Right)

Top Row—K. M. Sutherland, B. McLarty.
Second Row—Miss A. Bartlett, J. E. Achurch, A. E. Headon, Mrs. R. Chipperfield.
Third Row—D. E. Shores, Miss F. Stacey, Mrs. G. D. Boddy.
Fourth Row—H. Purdy, Miss L. S. E. McConachy, F. Forrester.

RAGNA A. CHIPPERFIELD

Mrs. Chipperfield was born in Reval, Estonia, a small country on the Baltic Sea. She has been working in Eaton's Photographic Department ever since she arrived in Canada 25 years ago.

She derives a great deal of pleasure from her hobby of painting.

In honour of Mrs. Chipperfield, or "Peggie" as she is known to many of her friends, a party was held at the home of Mr. Vic Weston on July 9, her 25th anniversary with the Company, where she received a gift of silverware from the department and numerous other gifts from her fellow workers. After dinner and refreshments, the crowd joined in such activities as golf and lawn bowling, dancing and a sing-song.

DAVID EDWARD SHORES

"Dave," of the Paint Shop, noted for his infectious smile and hearty laugh, celebrated his quarter-century with the Company on Friday, July 3.

Commencing his service with the Ticket Writing where he worked until 1946, Dave is an ardent photographer and has won distinction for many fine photographs.

A bachelor, his prime interest in life is keeping his car in top shape and its polish is really something to behold!

FLORENCE M. STACEY

Miss Stacey who is a native of Folkestone, Kent, in England, celebrated 25 years' service with Eaton's on July 9. She is on the staff of the Employees' Cafeteria.

Mr. J. D. Laing, supervisor, presented her with a cedar chest from the department on the morning of her anniversary.

Miss Stacey, who is very interested in work among young people and teen-agers, is an active member of the Salvation Army. Her hobbies are knitting, embroidery work and gardening.

GLADYS D. BODDY

The morning of June 19, members of the staff of Department 274 gathered to honour another popular member, Gladys Boddy, on the occasion of her 25th anniversary. Gladys was presented with a corsage of carnations, her favourite flower, and Mr. Carswell then presented her with a mantel mirror.

Winnipeg born, daughter of the late Col. Billman, she is very interested in reading and letter writing. Mrs. Boddy has a son, David, married, living in Vancouver, and four sisters who are fellow Eatonians.

HUGH PURDY

Mr. Purdy is a son of old Ireland—he was born in County Antrim. His 25 years with the Company, which he celebrated July 9, have been divided just about evenly between the Night Caretaking and the Caretaking Departments.

During the first world war he served overseas for three years as a corporal with the Royal Irish Regiment. He has two grown sons, William and Robert. Mr. T. Giles, doing the honours for the staff, presented Hugh with a camera, flash bulbs and enough film to make a complete record of his holidays.

LILLIAN S. E. McCONACHY

An employee in the Grill Room kitchen, Miss McConachy celebrated her 25th anniversary with the Company on July 9. Mr. J. D. Laing, supervisor, made the presentation of a travelling case on behalf of the staff.

FRANK FORRESTER

Frank, who was born in Fredericton, New Brunswick, has spent his whole 25 years with the Company in the Delivery. He is married to a former Eatonian, Marjorie Maxwell, Parcelling, and his hobby is gardening.

On his anniversary, July 9, Mr. D. McFadden, assistant, presented him with a leather gladstone bag.



Miss M. Hutchinson and
Mr. G. M. Eaton.

Miss Margaret Hutchinson Feted on Completion of Twenty-Five Years With Company

"They have been very happy years with wonderful business associates, and I have thoroughly enjoyed them. . . ." Thus Miss Margaret Hutchinson summed up her 25 years' service with the Company which she celebrated on July 16, the entire time having been spent in the Executive Offices.

At a breakfast in the Grill Room on her anniversary morning tendered by her associates and a number of friends throughout the Store, a presentation of a beautiful silver tray and entree dish was made by Mr. Gilbert Eaton on their behalf as expressions of the high regard in which she is held.

Among those attending the breakfast were Miss Zella Nott, whom Miss Hutchinson succeeded in the Executive Office, and Mr. R. S. McCordick.

Mr. Gilbert Eaton, chairman, then read a host of congratulatory messages from her friends throughout the organization, all of whom paid tribute to the thoughtfulness and efficiency of the honoured guest.

In a very gracious reply to the good wishes extended by the chairman, Miss Hutchinson paid particular reference to the help given her by Miss Nott, the "brotherly" advice which Mr. Pinfold had always been ready to offer, and the many thoughtful and kindly acts done by Mr. McCordick.

Mr. McCordick, complimenting Miss Hutchinson on her very fine work, told how her operation of the details of the Executive Office had been an outstanding credit to her, and expressed his thanks for the assistance she had given him in many ways.

Mr. Pinfold expressed his appreciation of the co-operation and assistance accorded him and conveyed his good wishes for continuing good health and happiness. Mr. H. A. Steele, in a few well chosen, witty words, spoke for the Expense and Sales Office staffs.

In addition to a beautiful diamond ring, the gift of the Company, Miss Hutchinson received many personal gifts, and at her flower-bedecked desk she welcomed a steady stream of well-wishers throughout the day.

And so to that happy, gracious colleen from Limerick, Ireland, Contacts joins with her many friends in wishing her a very enjoyable anniversary holiday and continued good health.



Mr. William H. Milner Honoured on "25th"

Court convened at 9:30 a.m., Saturday, June 27, in the chambers of Mr. A. R. Tucker. The occasion was the bringing in of a verdict in the case of W. H. Milner, Legal Department. A jury of his old friends and associates was present to hear sentence pronounced.

It was the opinion of the jury that Mr. Milner in his 25 years with the Company, had rendered (notwithstanding the deprivation his bachelorhood had caused) many valuable services to both the Company and its employees through his professional advice and friendly helpfulness.

Sentence (received very graciously): forced to accept a beautiful gladstone bag and matching brief case as a token of the jury's verdict—from the hands of Mr. A. R. Tucker.

Mr. Milner, who was born in Brampton, Ontario, served overseas during the first world war as a sergeant with the Western University Battalion. After the war he attended the University of Manitoba and was called to the bar in May of 1920. Mr. Milner is a member of the Manitoba Club and the Motor Country Club.



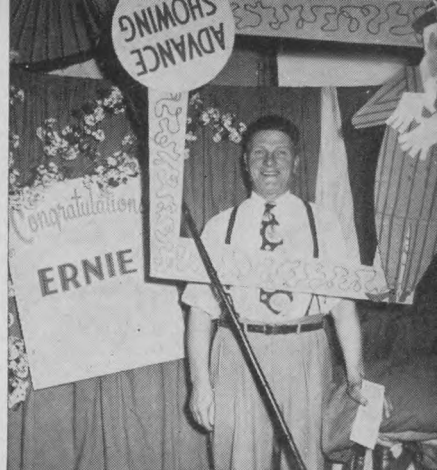
Mr. Milner admires "bouquet" presented
by spectators in courtroom.

Congratulations on Your "40th"

ERNEST A. BEATTIE

The morning of June 16, the staff of the Merchandise Display Department, along with Mr. A. D. MacDonell, gathered to pay their respects to that grand fellow who has been longest with the Display Department. And, as a token of how they felt, Mr. Brewster presented Ernie with a lovely mantel clock. Mr. MacDonell turned over to him a letter of appreciation from the Company.

Mr. Beattie was born in Glasgow, Scotland, and served nearly four years overseas with the Canadian Army Service Corps during the first world war. He is married to the former Doris Crane, Ribbon Department, and has two daughters, Kathleen and Muriel, both former Eatonians.



Left to Right: Mr. M. I. Smithson. Centre: Mr. D. Deally and Mr. J. McClure. Right: Miss D. D. Dee.

Congratulations on Your Thirty-Fifth Anniversaries

MR. M. I. SMITHSON

June 17, Mr. M. I. Smithson, head of Department 41, Women's Dresses, celebrated his 35th anniversary when he was presented with an electric razor by Mr. A. L. Allen on behalf of the staff.

Later that evening a dinner and dance was held at the Paddock Inn by the department staff and friends. Guests numbered 55. A presentation was made by Mr. W. J. Maskell on behalf of the guests attending.

MR. D. DEALLY

Mr. Deally celebrated 35 years with the Company on June 24. Thirty of his years' service have been with the City Despatch. Mr. J. McClure presented Dan with a mantel radio on behalf of the staff. The previous night, a stag was held in his honour at Minto Barracks when he received a bracelet to wear on the watch he had received from his wife as a 25th wedding anniversary gift.

Born in Alloa, Scotland, Mr. Deally is married and has two sons, David and Donald. He is active in Trinity Baptist Church, the Grand Beach Campers' Association, Eaton's Soft Ball League, and is entertainment chairman of the Despatch Curling Club.

MISS DOROTHY D. DEE

"I have always found my work interesting and my years of service gratifying in every respect." These words are Miss Dee's own concerning the 35 years she has divided between the M.O. Correspondence and the M.O. Men's Furnishings.

To help celebrate her 35th on July 2, Mr. Cleve, head of department, presented Dorothy with a set of travelling cases from the department. During the day Dorothy received the good wishes of all her friends and many lovely gifts. In the evening the girls of the department entertained her at dinner at the Homestead.



Centre—The honoured guests. Left to right: Percy McRae, Fred McKenzie, Martin Smithson and Bill MacLeod.

Mail Order Honours Four Long-Service Eatonians

Messrs. Fred McKenzie, head of department, M.O. Toys, and Bill MacLeod, assistant, M.O. Draperies, with 40 years' service to their credit; and Percy, McRae, head of departments M.O. Radios and Electricals, and Mart Smithson, head of department, M.O. Womens' Dresses, with 35 years' unbroken service, were entertained at a reception and dinner Thursday, June 18, at the Fort Garry Hotel, where the usual fun and sing-songs highlighted the evening.

Mr. A. H. Young, M.O. superintendent, was chairman, and when the time for presentations came, his remarks about the early beginnings of each and every one of the honoured guests were very apt and humorous—especially when he announced that for this evening, to make one guest feel more at home with three men of Scottish birth or ancestry, he would be "Mart MacSmithson."

Forty years and thirty-five years, said the chairman, were long-service terms that took up a man's life from boyhood, and these men had all been Eatonians from Eaton's early days here or the time when the west really filled up and made our great progress possible. The Company appreciates and honours them and now it was his pleasure to present them with gifts

to show the admiration of their Mail Order associates.

The gifts were: Mr. McKenzie, lounging chair; Mr. MacLeod, figurine; Mr. McRae, fishing rod and tackle; Mr. Smithson, figurine.

In responding, each man said that he would not impose any long reminiscences on the gathering. Each would like to say how happy the years of service had been and how much he appreciated the recognition that evening, adding thanks for the grand co-operation and help of all the Mail Order office and department men throughout the years.

The remainder of the evening was then shared by everybody in a happy time around the piano with Bert Kilgour officiating, assisted by Tom Elliott and others.

Something New Has Been Added . . .

A Fleet of Five Smooth, Silent Elevators Usher in the "Autotronic" Age at Eaton's!

The day was July 2, 1953, and instead of heading for the clanging cages of the big, black iron elevators, employees went scurrying across the Main Floor to the Portage side to take a "look see" at the brand new, beautiful elevators as they started their first climb from Main Floor to Eighth Floor.

What a thrill it was to step into this air-conditioned, push-button paradise . . . to be lifted swiftly, silently, without a feeling of motion, from the Main Floor to the Eighth Floor and back again!

What a feeling of pride to see the big Store looking so utterly smart—and to know that Eaton's is the first department store in Canada to take advantage of electronics in "elevating." Instead of depending on the human element, you touch the button, the elevator stops, the gates open noiselessly and you step in, telling the smartly dressed operator your destination. The doors close and you glide upwards (or downwards) with the greatest of ease!

Other features that make for more comfortable riding are the improved ventilation system and the soft lighting. Everything has been done to keep passengers as comfortable as possible enroute. We may be rightly proud of our fleet of modern, streamlined elevators—as up-to-date as tomorrow—ready to bring to our customers the smoothest ride of their lives!

These new elevators are a far cry from those used by the customers in the Store in 1905 when six hydraulically powered elevators were in operation. In 1916 two escalators were placed in operation. These, we believe, were the first in Western Canada, and were followed in 1923 by four more, needed to carry the ever-increasing crowds from floor to floor.



Mr. J. Sutherland explains the indicator panel to Mrs. M. Burton, Men's Furnishings. Joyce Richards is the smiling operator.



The New! The Old!
Attendant Marguerite Daigneault.

Many other changes have been made from time to time to accommodate the increasing flow of traffic, most notably the modernization of the Donald Street battery of elevators in 1926 and the addition of four more electric elevators to this battery in 1928.

Early in the spring of 1952 work was started on the new bank of five passenger elevators on the Portage Avenue side of the Store. These are the most modern cars and equipment available and operate at a speed of 500 feet per minute. The speed of the other passenger elevators is 300 feet per minute.

With the addition of these new elevators, we now have 11 escalators and 17 passenger elevators in operation in the Store.

CALLING FIVE-PIN BOWLERS!

All entries for Eaton's Mixed Five-Pin Bowling League must be in the hands of Ernie Wall (M.O. Cashiers) by Friday, August 14.

Entry forms now available at Time Offices. Your prompt co-operation, bowlers, please. Thank you!



WEATHER GOOD . . .

Eaton Men's Golf Field

Casting cares to the wind, and all set for a day of fun and relaxation, some 455 ardent golf fans participated in the series of five Field Days planned for the members of the Eaton Men's Golf Club, during June.

The course at Elmhurst was in fine shape and the weather ideal, apart from June 17, when the players in Class "B" were slightly dampened due to rain. A fine spirit of competition was evident throughout and some interesting scores were recorded.

After each day's play, the usual fine dinner was enjoyed in the clubhouse with genial President Eric Dolan officiating. Presentations of trophies and awards to the winners were made by various Company executives.

Following Are the Results of the Five Events

CLASS "A"—R. S. McCORDICK TROPHY Trophy and Prizes Presented by Mr. R. S. McCordick

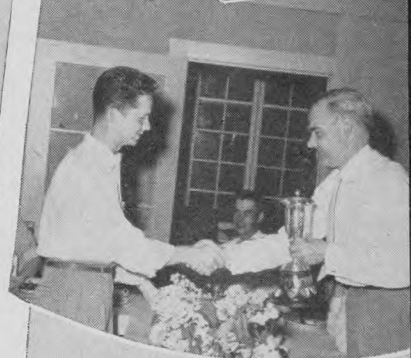
Low Net.....	W. Lockwood (M.O. Merchandise Office), 90
Runner-up, Low Net.....	J. Donnett (Jewellery)
Low Gross.....	Jerry Best (Women's Shoes)
Runner-up, Low Gross.....	E. Tachan (Jewellery)

CLASS "B"—G. M. EATON TROPHY Trophy and Prizes Presented by Mr. G. M. Eaton

Low Net.....	Ed Jackson (Watch Repair), 87
Runner-up, Low Net.....	A. Barry (Sporting Goods)
Low Gross.....	K. Whincup (Furniture)
Runner-up, Low Gross.....	P. Maitland (Piece Goods)

Twelve





.. GOLF EXCELLENT!

Field Days Are Success!

CLASS "C"—R. Y. EATON TROPHY

Trophy and Prizes Presented by Mr. A. R. Tucker

Low Net.....George Glazier (Men's Clothing), 92
 Runner-up, Low Net.....George Dale (Drivers)
 Low Gross.....Frank Halderson (General Audit)
 Runner-up, Low Gross.....Cyril Napier (Basement Store)

Mr. W. L. Palk was a special guest on this occasion.

CLASS "D"—H. M. TUCKER TROPHY

Trophy and Prizes Presented by Mr. R. M. Pinfold

Low Net.....J. Davidson (Painters), 98
 Runner-up, Low Net.....A. Bennett (Printing)
 Low Gross.....W. Harrison (Service Meats)
 Runner-up, Low Gross.....W. Kittson (Furniture)

CLASS "E"—B. C. SCRIVENER TROPHY

Trophy and Prizes Presented by Mr. W. L. Palk

Low Net.....Gerry Gray (General Office), 92
 Runner-up, Low Net.....W. Andrews (Carpets)
 Low Gross.....Fred Winter (Men's and Boys' Furnishings)
 Runner-up, Low Gross.....J. Geddes (Budget Plan)

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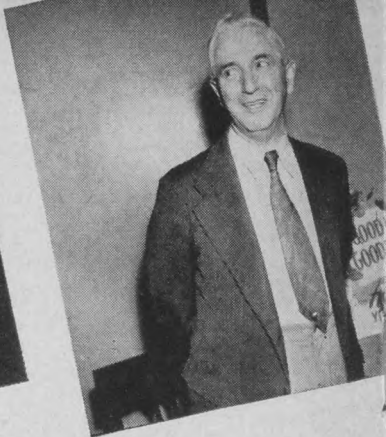
DESCRIPTION OF PICTURES

Top Row—Left to Right: Mr. McCordick congratulates W. Lockwood (100D), winner of Class "A" low net. Mr. Eaton presents E. Jackson (1766) with his award. Mr. A. R. Tucker congratulates G. Glazier (229), winner of the R. Y. Eaton trophy. Mr. Pinfold presents the H. M. Tucker trophy to J. E. Davidson (142).

Second Row—Left to Right: W. Falls, T. Metcalfe, L. Glazier and J. E. Davidson. C. Brusegard, P. Maitland, M. Westmacott and J. Watt. Mr. Palk has a hearty handshake for G. Gray (101).

Left Side—Centre: P. Fellowes (274) addresses the ball. Lower: Standing in front of bench—C. S. Carswell, L. Croft, D. Dewar and T. J. Ings. Seated: J. Aikman.

Right Side—Centre: C. Napier and R. Robinson. Lower: J. Lernout, H. R. Murray, C. Smith and J. C. Tyler.



Left to Right—Top Row: R. McCalmont, Miss A. Napier, S. Coulter. Centre: G. McFadzean, A. F. Wallace, S. Brown. Lower Row: A. Cortens and Mr. H. V. Clarke, Mr. A. Cranston and T. R. Bennett, Mr. G. E. Douglass and Miss G. Stefanson.

So Long, Old-Timers!

MR. ROBERT MCCALMONT, Fire Inspectors, was honoured at a social and dance in Norwood Orange Hall by his associates and a large number of friends prior to his retirement, July 3, after 38 years' service with the Company. Mr. A. Murray made a presentation of a fishing rod and tackle from those present, and Mrs. J. Newton presented Mrs. McCalmont with a corsage.

Mr. Murray thanked him for the fine service he had given and expressed the hope that he and Mrs. McCalmont would enjoy many years of good health. A dance followed to music by McConnell's orchestra, and entertainment was provided in a series of comedy acts by Ernie Fletcher. A thoroughly enjoyable and pleasant evening.

MISS E. HARDIE, Caretaking. Miss Hardie's retirement due to ill health took place on June 12. Mr. T. Giles presented her with a lovely handbag on behalf of the department.

Veteran Presented With Hobby Show Award at Sunnybrook Hospital

During a recent trip to Toronto, Mr. Bruce Sutherland, Staff superintendent, took time out to visit Bill Irwin, Department 132, now a patient in Sunnybrook Hospital, to present him with his award for his entry in the Leathercraft section of the Employees' Hobby Show held here in June.

Mr. Sutherland was accompanied by Mr. I. W. Ford, Staff superintendent, Toronto.

Judging from the happy expression on Bill's face, he really appreciated the visit. We extend our best wishes to him for a speedy recovery to health.

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Left to Right — Mr. Ford, Bill Irwin, Mr. Sutherland.



So Long, Old-Timers!

(Continued from Page Fourteen)

MISS A. NAPIER, Fancy Goods Workroom, retired from the Company on July 3 after 34 years' service. At a smorgasbord held at her home, Mr. P. H. Cranston, head of department, presented Miss Napier with a set of bedroom lamps. She also received many lovely personal gifts from her old friends throughout the Store.

MR. S. COULTER, Elevators. On his retirement after 40 years' service, Friday, July 3, the Warehouse said farewell and so-long to him. Sam was the centre of attraction when he was presented with a mantel radio—a gift from various departments of the Warehouse. Mrs. Coulter also received a bouquet of roses. The Coulter family is now at the beach.

MR. GAVIN McFADZEAN retired on June 29 after 30 years' service. A party as held at the home of Mr. Jack Roberts where 34 close associates from Departments 151, 171, 181 and 246 were present. Gifts of a smoking stand and a set of pipes were presented by Mr. Arnason, supervisor of the Delivery, on behalf of those present.

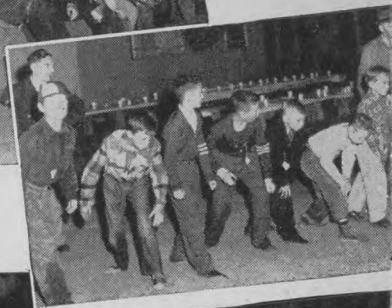
MR. A. F. WALLACE, Drapery, Upholstering and Blinds Workroom. After 44 years with Eaton's, Mr. Wallace retired July 3. At that time Mr. H. W. Cooper presented him with a lamp. A stag was held in his honour on July 10 where he was presented with a complete picnic set.

MR. S. BROWN, City Carriers. On the day of his retirement, Mr. Brown and a few close friends in the Store, gathered in the Despatch office where Mr. J. McClure, head of department, presented him with a wallet and cash. Mr. Brown recently celebrated his 25th anniversary with Eaton's.

MR. A. CORTENS, Bag Factory, was presented with blankets and flannelette sheets as a parting gift from his department. Mr. H. V. Clarke made the presentation on July 3 with Mr. A. D. MacDonell, of the Staff and Welfare, and Mr. D. McFadzean, Delivery, both present. Mr. Cortens was with the Company for 39 years, the majority of which were spent with the Delivery.

MR. T. R. BENNETT, Jewellery, or Benny as he is affectionately known by his host of friends in 215 Department, retired on June 29, after 35 years with the Company. All of his 35 years were spent in the Jewellery Department. Mr. A. Cranston, on behalf of the staff, presented Benny with a portable radio. A week previous, Mr. Bennett was guest of honour at a stag party held at the home of Mr. Al Gable, where he received several useful tools for his home workshop from the boys of Departments 215, 615, 15, 1766, 1766A and friends.

MISS G. STEFANSON, Service Groceries, retired on July 3 after 36 years with Eaton's. Mr. G. B. Douglass, supervisor, presented her with a well-filled wallet and wished her all the best in the years to come on behalf of the staff.



Top Row—Left: The Heather Belles. Centre: "Hold that line." Right: Bill Clifford and Bob McCalmont supervise the races.
Lower Row—Left: Dave Turner, Ed Logan and son, Roger, and Tommy Giles with his grandson, Gil. Centre: Little Jacqueline Morrison thoroughly enjoying life. Right: Look at them run! The young fellow in front is Roland Sorby, son of the one and only Bill Sorby.

"MORE FUN THAN A PICNIC"

These were the words used by Tommy Giles to describe the 19th annual outing of the Receiving Room, Caretaking and Night Watchmen staffs held at the St. Vital fairgrounds on the very wet afternoon of Saturday, June 20.

As everyone knows, 132 Department is famous for its good old-fashioned picnics. This year was no exception, over 300 attending despite the drenching weather. And the complete program of 22 different races was run off inside the spacious agricultural hall which was decorated for the occasion by that grand guy from the Display Department, Ernie Beattie.

A special shuttle service from the junction of St. Mary's and St. Anne's Road kept those people dry who came by trolley, in order that they might really pitch in and have the best of fun. And that is exactly what everybody did. There were loads of good food, plenty of cake, ice cream and candies for the kiddies; and again this year, the Winnipeg Heather Belle Girls' Pipe Band provided spirit-warming music to make up for the lack of sun. Members of the band included the drum majorette, Ruth Brooks, daughter of Mrs. Brooks, 214 Stock-room, and Tom Giles' two daughters, Pat and Beverley. A grand bunch of girls who make wonderful music.

Among the visitors we noticed Mr. and Mrs. W. L. Palk and Mr. Bill Hurlburt, your former Contacts' editor, and of course, Mr. Bob Noble, who has never missed a picnic. In fact, about the only thing missing was Tom Giles' famous kelly green shirt.

KEN POTTER, FORT WILLIAM STORE, JOINS QUARTER-CENTURY CLUB

Ken Potter, Electric Appliances, Fort William Store, became a member of the Quarter-Century Club on June 20, when a presentation of a diamond ring on behalf of the Company was made by Mr. W. J. Abercrombie, Store manager. Mrs. Potter received a bouquet of 25 lovely red roses. On behalf of the staff of the department, Mr. A. G. Holt made a presentation of a travelling bag and electric shaver.

Expressing his gratitude for the good wishes and the gifts, Ken said that the 25 years had been thoroughly enjoyable ones, and that he looked forward with anticipation to the ones ahead.

Left to Right—Mr. Holt, Mr. Potter, Mrs. Potter, Mr. Abercrombie.





Top—Lining up. Centre—Touch and go. Lower—Looks like a “foursome” dead-heat.

“EVEN THE PONIES HAD FUN”

As the Sun Shone on Engineers’ Picnic

Everybody, just everybody, had the best of times on Saturday, June 13, at the Elevator Operators’, Fire Inspectors’, Engineers’ and Electricians’ annual picnic. The sun shone brightly all afternoon on the St. Vital fairgrounds, making it just that much easier for the 400 men, women and kiddies to enjoy themselves.

Along with the program of races (and lovely prizes for all the winners), there were three ponies for the children to ride. Mr. Gilchrist, of 132 Department, once again provided a public address system and kept the air filled with wonderful music all afternoon.

About 6 p.m., after a happy afternoon in the sunshine and fresh air, everybody’s appetite was at a peak. This situation was soon taken care of, however, with plenty of good things to eat and drink all served inside the big hall. During dinner various draws were made and the sandwich toaster donated by Mr. A. P. Bowman, supervisor, was won by Mr. L. Spratt, 143 Department.

Among the visitors were Mr. and Mrs. Alex Murray and Mr. and Mrs. A. D. MacDonell.

The winning tug-o-war team this year was from the Pipe Shop, and included Messrs. J. Erlindson, T. Ritchie, C. Johnson, J. Maltman, A. Chabidon, G. Holmstrom, J. Feschuk, N. Morrison and F. Manasterski.

Just have a look at the pictures and you’ll see why the Engineers’ picnic is such a success year after year, rain or shine.

DRIVERS HOLD FIRST ANNUAL PICNIC

On one of the brightest days of the season, the drivers and their families made their way to “San Souci” on Lake Winnipeg and held their first annual picnic. The large turnout, in itself, assured the success of the venture and continuance of the picnic as an annual affair.

The program included a large variety of races which were enjoyed by all the “kids” from 6 to 60. The highlight of the afternoon was a tug-o-war between the parcel drivers and the furniture drivers, with the parcel drivers coming out on top. The winning team was as follows: anchor, Murray Denesiuk; Eddie Roberts, Ernie Gaffield,

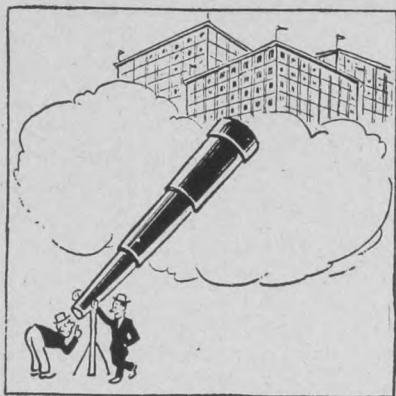
Edgar Wild, Norman Mackie, Alvin Webster, John Remmert, Aime Gosselin, Norman Jones, Johnny Stewart. Congratulations, fellows!

Mr. McFadzean and Mr. Robinson were on hand to make sure the children were well looked after by helping with the distribution of ice cream and lollipops.

A baseball game wound up the day’s activities and everybody left looking forward to the next edition of the drivers’ own picnic.

Thank-you’s galore are due to everyone who organized and planned for the day. But all the planning and organizing in the world can’t make a successful picnic without all the wonderful people who turn out and really put their hearts into having a gay time. To you the real credit is due.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Foodateria—By Ruth Morris

Miss May Allen left July 4 to be married to Reno Alphonse. Mr. A. Carr, head of department, presented May with a satin bedthrow. Best of luck to you both.

Congratulations to Olga Andrushchak who received a lovely diamond from Harry Kokotyn on July 3.

We wish Jean Roscoe the best of luck in her new department. We all miss you, Jean.

5c to \$3.00—By M. McCance

Miss Mary Caliguere left on June 27 to become the bride of Mr. Nicholas Tataryn. The wedding took place in Holy Rosary Church on July 4. On leaving the department, Mary was presented with kitchenware. Best wishes to you, Mary and Nick.

Miss Esther Gilson, section head of our Toy Counter, left to be married on the 11th of July. Esther became Mrs. Raymond Mackie on July 17 at Greenwood United Church. Esther's gift from the department was a travelling case and with it went our very best wishes for the future.

Mary Whelan is still absent and we hear that she is progressing slowly. Keep up the good work, Mary, and we hope to have you back with us soon.

Miss Beverley McIntosh received a diamond from W. J. Lonson Prettie.

Hosiery and Lingerie—By Angela Treger

Our best wishes are extended to Maybelle Daniel who married Victor Porter at Norwood United Church on Saturday, July 11. Maybelle was presented with Revere ware from the department and a miscellaneous shower was held in her honour at the home of Barbara Fairbairn.

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MAIN FLOOR

Drugs—By C. O'Kelly

We congratulate Jim Hunter on his marriage and wish the happy couple long life and happiness. A stag was held for him at the home of Bill Scott on July 15 when he was presented with a smoking stand.

Notions—By Mrs. V. Gillespie

We wish Ruth Exner all the success in her new job with the General Office. She was presented with a sterling silver dresser set from the department.

Jewellery

A shower was given by Miss Winnie Lord and Mrs. Johnston in honour of Miss Emilie Ziemiski, a bride-elect of August 1. She was presented with several useful gifts for the kitchen.

Eighteen

We would also like to take this opportunity to wish Mr. Bennett the best of health and happiness during his years of retirement.

Books and Stationery—By M. C. Lawton

Our deepest sympathy to Jessie Flynn on the loss of her sister, Mrs. D. McLachlan.

Margaret Shiels is home from the hospital and making a swift recovery after a major operation.

On the sick list: Alice Barber, C. Wellard and C. Koslok.

Often wondered whether the boys and girls ever bothered to read Contacts. Made an error last month—they do!

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SECOND FLOOR

Fancy Goods—By Mabel Deacon

A dinner was held at the Homestead, Monday, June 22, in honour of Miss Marjorie Ellen Keane, a bride-elect of July 18, at which time Marge was presented with a beautiful linen cloth and napkins. Prior to leaving the Store she was also the recipient of a beautiful mahogany table, a gift from the department.

Mrs. Monica Shewan, 547 Cambridge Street, was hostess to business associates at a cocktail party in honour of Miss Marjorie Keane. Miss Leslie Shewan presented the guest of honour with a lovely Royal Doulton figurine, Maytime.

Staples and Linens

On Saturday, June 27, Department W236 held its staff picnic at the summer camp of Mr. and Mrs. C. Sinclair at Clearwater Bay, Ont. Swimming, boating, good weather, good food and plenty of refreshments made this a real bang-up affair. After dinner everyone gathered around the campfire for a sing-song, returning by Greyhound bus in the wee hours of the morning.

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THIRD FLOOR

Health Bar—By M. Williams

Miss Elaine Delichte, Health Bar, left June 27 to be married to Arthur Bownes, of Edmonton. Elaine received linens from all the girls in the Coffee Bar and Health Bar and a chest of silver from 1100 Department. She will make her home in Edmonton. Best wishes to you both.

Coffee Bar—By M. Hogg

Mrs. Peggy Brown retired June 13, after seven years with the Company. She was presented with a travelling clock and handbag from the department. The presentation was made Friday, June 12, by Mr. J. D. Laing.

Mrs. Elsie Instance retired June 12, after five years' service. Mr. J. D. Laing presented her with a set of luggage from the department.

Refrigerators—By Florence McDowall

We wish to extend our congratulations to Mr. and Mrs. John Coy on the arrival of their son, John Walter, on July 20.

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FIFTH FLOOR

Boys' Clothing and Furnishings—By A. Croan

Mr. Frank Boal Honoured Prior to Departure for Lethbridge

Combined staffs of the Boys' Clothing and Boys' Furnishings Departments gathered for dinner at the Homestead, June 24, to honour Mr. Frank Boal, who has been appointed head of department, Men's Clothing, in the Lethbridge Store. Guests included Mrs. Boal, Mrs. S. Hill, Mrs. E. Dolan, and former supervisor Mr. A. L. Best, who was looking particularly fit and spry.

Mr. E. Dolan, supervisor, was chairman, and conveyed the good wishes of the gathering to Mr. Boal for success and happiness in his new appointment. He then presented him with a handsome leather brief case on behalf of his co-workers in the two departments.

A hearty sing-song and piano selections by Bert Kilgour and Ellen Craig concluded a most successful evening.

SIXTH FLOOR

Paints and Wallpaper—By D. Ross

The staff of Department 274 said good-bye to a very popular member of the staff, Jack Macdonell who has left to go into the ministry. All our good wishes go to Jack and his wife, Sylvia, in their new venture. After a trip to New York they will make their home in Dominion City. Mr. Carswell presented Jack with a gladstone bag.

General Office—By L. Browne

June 27 was a big day for Doreen Moffat, of the Employees' Savings. She left to be married to Les Byron who came home on the "Crusader" after a year's service in Korea. Mr. Whitbread presented Doreen with Wear-Ever ware and a hostess chair from the girls and staff.

Our second bride-elect for this month is Jean Ewart. Jean left Saturday, July 11, to be married July 25 at St. George's Anglican Church, to Donald Withrow of Toronto, Ontario. A presentation of Revere ware and blankets was made by Mr. Whitbread, supervisor, on behalf of the girls and staff.

Congratulations are extended to Misses L. Thorsteinson and L. Vining and Mrs. E. Craig on winning prizes in the Hobby Show.

Mrs. D. Pelletier left to take up housekeeping in Moose Jaw. She was the recipient of several gifts.

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SEVENTH FLOOR

Radios—By Florence McDowall

Our congratulations go to Mr. and Mrs. Glen Blair on the arrival of their son, Gary.

We offer our deepest sympathy to Mr. Mike Zellis on the passing of his mother, July 8.

Electricals—By Shirley Ranson

The department would like to extend their deepest sympathy to Mr. Hewish, our supervisor, in the loss of his father.

A presentation was held at the Shanghai by the girls of the department for Mrs. Vi McFadyen who left to take up home duties. After a lovely dinner, a presentation was made of a Royal Doulton Figurine. Mrs. McFadyen also received a Toastmaster presented by Mr. Hewish on behalf of the staff. Best of luck, Vi.

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EIGHTH FLOOR

City Advertising

Best wishes to Ruth Murphy, of the Copy Section, who was married to Robert Walters at a quiet ceremony in Fort Garry United Church on July 8. Ruth was presented with Revere ware and Swedish knife set from the department. City Ads. wishes you both much happiness.

Congratulations to Paul and Frances Herriot on the arrival of their daughter Paula Christine, on July 7, in St. Boniface Hospital.

Welcome back to Mr. Ernie Foster, Art Department, who is looking fit and well after his recent illness.

Contract Accounts Office—By Glenn Wood

Our best wishes go to Nettie McKinley on her recent marriage to Gordon McBride, prominent radio announcer on CKFL. The happy couple, who will reside in Fort Frances, were presented with a pair of foam rubber pillows and pillow cases by the department.

Congratulations are in order for our newly engaged Gladys Moore, who received a breath-takingly beautiful diamond on July 6 from Lionel Grant. Our heartiest best wishes.

A recent visit by one of our "old girls," Phyllis Beatty, was both enjoyable and informative. Seems Phyllis is now living in Trinidad and has seen quite a bit of the world with her husband, who is with California Oil.

Welcome back to Isabelle Campbell who left in 1945 and has recently returned to take up her duties once again with the Contract Accounts.

Sales Audit and C.O.D. Office

By Joyce Baldwin

We extend our deepest sympathy to Elsie Nelson and her family in the tragic loss of her brother.

Farewell and good luck to Elizabeth Urquhart who has left us. Elizabeth received a beautiful nylon blouse from the girls in the section.

Our best wishes are extended to our other two June brides, Alice Shakeshaft, who was married to Wally Wright on June 27, at Atlantic United. Alice was presented with a mantel for her new home from the department. A three-hostess miscellaneous shower was held in her honour by Terry Farmer, Ethel Mitchell and Mrs. L. Pendergast. Best of luck to you both.

Our congratulations go also to Bernice McGrath who became Mrs. Peter Perrier at a ceremony, June 26, at St. Ignatius. Bernice received a table lamp from the staff and management. A number of the girls also attended a miscellaneous shower held in her honour.

We would like to welcome the numerous new members to the office, and those added to staff to help through the vacation season.

The stork has been busy again this month visiting two former members. Congratulations to Helen and Johnny Compayre (nee Will) on the arrival of Kathy June on June 14. Also to Joyce and Hugh Pauley on the arrival of Beverly Joan on June 17.

Congratulations, Audrey Bartlett, on your 25th.

Budget Plan—By E. Tamplin

Our best wishes are extended to Miss Kay Giesel whose marriage to Dick Scarth took place July 4. Mr. Freeman presented Kay with a waffle iron and a statuette from the staff and Cashiers.

Sorry to say good-bye to Marguerite Stokes and Margaret Robertson who have gone to teaching careers. Both girls received Ronson lighters.

Best wishes are also extended to Teddie Robbie, Agnes Johnson and Joanne Coffield who have left the staff. Teddie received a club bag and Agnes a gift of china and cream and sugar set from the girls in her section. Joanne's farewell gift was a rhinestone necklace and earrings. Good luck to all of you.

That kid with the bow and arrow has struck again. Dora Mae Grouette, Gwen Showler and Shirley Siddon are all wearing beautiful diamonds on that all-important finger. Congratulations and best wishes to you all.

Women's Garment Alterations

By Helen Ledochowski

We regret the sudden passing of Mrs. Josephine Anderson on June 22.

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ELEVATOR UPS AND DOWNS

By Agnes Reese

Congratulations to Mr. Sam Coulter who retired from our department on July 4. Mr. F. Bergman, head of the department, made a presentation on behalf of the staff. Good health and a happy retirement, Sam.

Eleanor (nee Danielson) Loeb has returned to join the 144 gang.

Sorry to report that Ernie Edwards is not feeling well. Hope you improve soon, Ernie.

Helen Makowski has returned after recently undergoing a tonsilectomy. Glad you are feeling better again.

Ruth Laurie has joined us for the summer months. Autumn brings forth school books. Ruth will then begin her teaching career. A pleasant stay and good luck in your profession.

OLD-TIMER LAUDS HOBBY SHOW

An old-timer writes:

"I have just returned from a visit to the Hobby Exhibition, and in the words of the poet, Keats: 'Beauty is Truth, Truth is Beauty,' express my appreciation.

"I congratulate the Eaton management for sponsoring the exhibit, and the employees for their 'expressionist' tendencies, combining activity with beauty and grace.

(Signed) "Elizabeth Foster, Old-Timer."

Congratulations on Your Thirty Years With Eaton's

MISS CORA M. THALER, Head Cash.....	June 25
MISS MATTIE HALLDORSON, M.O. Packing.....	June 27
WILLIAM S. McCLENAGHAN, Research Bureau.....	July 5
MISS ESTHER CUMMINGS, M.O. Correspondence.....	July 10
ALBERT KENT, Customs and Traffic.....	July 10

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By F. Spice

Congratulations were extended to Miss Mattie Halldorson on June 27, the occasion of her 30th anniversary with the Company. She received a jewel box from her girl friends, a clock from 122 Department, and figurine from 116 Department.

We have two new diamond rings in the department during the last month. The lucky girls were Misses Fern Payment and Lily Lundquist.

We are glad to report that Miss Vicky Henchuk is home after her recent operation and we wish her a speedy recovery.

Miss Noreen Freeman left Department 122D on July 11 to take up residence in Niagara Falls, Ontario. A presentation was made of a house coat and the girls held a party at the home of Miss Dorothy Pluffe on July 8 and the guest was presented with a Ronson lighter and a sweater.

Our very best wishes are extended to Miss Terry Ritchot who was married on July 4 at Sacred Heart Church to John Crevier. Terry received a bedspread, sheets and toaster from the department when she left work on July 2.

Miss Vera Kushnir left Department 122R on July 11 to be married to Walter Dawyduik on July 25 at St. Vladimir and Olga Cathedral. She received a bedspread from the department and other gifts from her friends.

Miss Kay Mann, 122 Office, left on June 27 to be married to John Snowball in England at a later date. She received blankets and table cloth from the department. A luncheon was held in her honour on July 4 at the Homestead where she was presented with sheets, pillow cases and tea towels. Best wishes to them both.

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FOURTH FLOOR

M.O. Hardware

By H. Sigurdur and B. Landry

We are very sorry to report that Jack Wolfe is ill in Deer Lodge Hospital. Best wishes for a speedy recovery, Jack. We miss your cheerful smile.

We are very glad to report that Ann Spafford's mother is well on the road to recovery after a recent serious operation.

Congratulations to Jack Stewart who won a washing machine at the Red River Exhibition.

The department received a lovely post card from Bernice Payne who is enjoying a holiday in Las Vegas, Nevada. How are the prospects, Bernice?

M.O. Children's Shoes—By D. Clubb

Farewells were said to Art Milton when he left us June 27 to take up duties in our Toronto Children's Shoe Department. His many friends throughout the Store and Mail Order presented him with a well-filled wallet. The best of luck to you and yours, Art, in your new surroundings.

M.O. Women's Shoes—By L. Shadbolt

Merle Clarke left the department on Saturday, June 13, to be married. The wedding to take place in New York in July, then off to New Zealand which will be their home.

Mr. Sutherland, head of department, presented Merle with a Parker "51" pen and pencil on behalf of the staff, and the girls of the department had a personal shower for her held at the home of Mrs. Sutherland. Good luck, Merle, in your new venture.

Irene Russell left the department on June 6. Mr. Sutherland presented her with a compact.

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FIFTH FLOOR

M.O. Drugs—By Barbara Dixon

On Saturday, July 4, a presentation was made on behalf of the staff by Mr. J. Reay to Miss Margaret Friesen who has decided to leave the "big city" in favour of the quieter life in Steinbach. Good luck to you, Margaret.

A party was also held at the home of Rae Arpin when a presentation was made to the guest of honour on behalf of the girls of the department. Thanks, Rae, for an enjoyable evening.

Miss Irene Allan, who quite recently had her tonsils removed, is now back at work and is feeling quite well. At least she is able to whisper a word or two on occasion.

* * *

SIXTH FLOOR

M.O. Staples—By F. Rogers

Miss Irene Roberts, of 36 Department, has transferred to the General Office, and the members of the staff wish her every success. On leaving the department, Irene was presented with a handbag.

Our deepest sympathy is extended to Mr. Glen Robison and family on the sudden death of his grandson in Montreal.

We also wish to extend our sympathy to Miss Anne Warnick, of 36 Department, on the death of her nephew, Brian Prost.

We are glad to see Alex Topp back to work again after his recent illness.

M.O. Dress Goods—By Winnie Crowston

A luncheon was held on July 4 at the Homestead in honour of Miss Helen Sawatsky, a bride-elect of July 11. Miss Sawatsky left on July 9 to be married to Mr. Morley Nelson at United College Chapel. Before leaving work, Mr. P. H. Longstaffe, head of department, presented Helen with a pair of lovely wool blankets. Best of luck, Helen and Morley.

M.O. Jewellery and Watch Repair

By M. Hoover

Our sincere sympathy is extended to Mrs. C. Ridgedale whose mother passed away June 15 after a brief illness.

Congratulations to Ray Lodwich and Don Johnson whose homes have been gladdened by the arrival of wee arrivals — Rocklund Lodwich, May 26, and Gwendoline Louise Johnson, May 28.

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SEVENTH FLOOR

M.O. Dresses—By M. Carriere and M. J. Neil

Bon voyage to Mr. and Mrs. James Black who sailed, May 29, for Scotland. Have a good time, Jimmy, and Mrs. Black.

Welcome home to Misses H. Bailey and S. Breckman on their return from Europe.

Sorry to report that Miss Emily Helgason is in hospital.

M.O. Budget Plan

By E. Meadows and P. Young

A linen shower for Susan Friesen was held on Thursday, June 25. Susie became the bride of Rudy Schulz on Saturday, July 4, at the St. Elizabeth Mennonite Church. Best wishes, kids.

Our congratulations go to Rosanne Lozo and Frank Klemchuk who became engaged on June 26. Peggy Meyers is wearing a beautiful diamond on that all-important finger. Best of luck to you both.

We had a pleasant surprise when Chris Julius dropped in to say "hello" to everyone. Glad to see you looking so well, Chris!

We are sorry to report Mr. Smith is a patient in General Hospital. Hope you will be back with us soon.

M.O. Lingerie—By Bea Nash

Our best wishes to Orpha Sandlan whose marriage to Bill Seymour was an event of June 18. Orpha was presented with a gift of linens from the department.

Congratulations to Mr. and Mrs. R. Chatfield who became grandma and granddad on June 28. Proud parents of a little girl are Mr. and Mrs. K. Kunz (nee Corinne Chatfield).

* * *

EIGHTH FLOOR

M.O. Cashiers—By Elsie Norton

Our deepest sympathy is extended to Mary Miller on the loss of her father.

M.O. Correspondence—By June de Gagne

July 14 was a big day for 117's Miss Esther Cummings who celebrated her 30th anniversary. The actual day for the special occasion was July 10, but as Esther was enjoying herself on a month's holiday out west, the date was postponed.

The department presented Esther with a lovely black leather handbag and the many other gifts showed numerous friends throughout the Mail. Congratulations once more, Esther, from all of us.

117's were certainly the happy ones on the morning of July 4, when Miss Mary McDonald entered wearing, as you have already guessed, a very lovely diamond. Mr. Jack Meikeljohn was the cause of all the joy and we congratulate you, Jack, and to Mary, much happiness.

M.O. Copying—By M. Shepherd

Congratulations to Jo Korzak who received a lovely diamond from Don Somerville on June 20, and to Pearl Godin who received hers on June 19 from Tommy Cannon.

When Mary Bolachowski left to be married at St. Giles' Church on July 4 to Johnny Miller, she was presented with a mirror from the department. The girls held a kitchen shower in her honour.

Pleased to report Margaret Beer is progressing favourably after her operation.

A dinner set, sheets and pillow cases were presented by the department to Marge Stockley when she left to be married to Walter Hunter at Our Lady of Victory Church on July 18. At showers held by the girls, Marge received a coffee table and miscellaneous gifts.

When Vicky Fiorentino left to take another position the department presented her with a gold wrist watch and she received many personal gifts from the girls. We wish you the best of luck, Vicky.

M.O. Salesroom, Files and Correspondence

By J. Greenwood

Congratulations to Bessie Windling, 159 Department, who won a prize for her crochet work at the Hobby Show, and Ann Lucyk, M.O. Phones, who won second prize for her crochet work.

In the brides' corner this month we have Laureen McLaughlin, M.O. Phones, who was married June 27 to Doug Ross at Holy Cross Church; Ollie Witishyn, Mailing List, who was married to Al MacKay on June 27 at St. Paul's United Church; Irene Kerruish, Green Receipt Counter, who was married to Albert Carriere

at St. Mary's Cathedral on July 11, and Helen Wacko, Bus Counter, who married Walter Chmilnisky at St. John's Cathedral on July 18.

Laureen received an electric iron from the department, Ollie received blankets, Irene received an electric iron and linen, and Helen received blankets. Of course, their tables were loaded with other gifts, from personal friends, that are too numerous to mention. Best wishes, girls, from all of us.

We are pleased to see that Daisy Goldhawk and Anne Bosnick are back again.

Joan Edmonds is at present at home recuperating from an operation, and Ida MacLeod is on the sick list.

Our deepest sympathy to Miss F. Edwards, Salesroom, who has lost her mother.

Miss Sproule, retired, passed away May 31 after a short illness.

M.O. Exchanges—By M. Davies

On Saturday, June 27, the Exchange staff assembled to extend best wishes to Pearl Zyha who was married to Bill Ozerko at Holy Trinity Church on July 4.

Pearl was presented with many lovely gifts including a living-room lamp, gift of the department staff.

We wish you many happy years, Pearl and Bill, in your new home in Transcona.

Take a bow, Margaret Agnew. We were very proud to hear that one of our staff had won a prize in the Employees' Hobby Show.

Congratulations to Mr. and Mrs. Charlie Aldous on the birth of a baby girl, Susan Nancy, a sister for Sheila and Sandra.

Charlie was presented with a silver cup, our gift to baby Susan.

M.O. Cashiers—By Elsie Norton

A dinner was held at Don Carlos' Casino in honour of Olive Orchison who left to be married. She was presented with a lovely wrist watch.

We are sorry to say good-bye to two of our girls who left the department recently. A dinner was held at the Paddock for Winnie Fingland. Her parting gifts were camera, travelling case and lingerie. A dinner was held for Doreen Smith at the Rickshaw where she received lingerie and a train case.

Best wishes to Peggy Luscombe who received a lovely diamond from Jim Young.

* * *

NINTH FLOOR

Notions—By H. Price

Thursday, June 24, was a rainy and cloudy morning until Rita Renaud arrived at work. The engagement ring Rita was wearing changed the rain to sunshine and she was riding on clouds. Congratulations, Rita!

Friday, June 26, witnessed the presentation of a bed throw to Carmel Lesage by Mr. Aker, head of department, on behalf of her co-workers. Many personal presents also adorned the lovely decorated table, tributes from her friends. The wedding bells rang June 27.

M.O. Men's Furnishings—By D. Dee

Our sincere sympathy is extended to Mrs. J. Hicks in the loss of her mother, July 3.

Congratulations to Miss Dorothy Dee who celebrated her 35th anniversary with the Company on July 2.

ALEXANDER AVENUE WAREHOUSE

Our sincerest sympathy is extended to Mr. A. Kemp and family on the death of his mother.

Sam Coulter, the smiling Irishman, always gave his fullest co-operation and help and was a first-class elevator operator. Our sincerest wish for a long and happy retirement.

* * *

PRINTING PLANT

By M. Torrance

Congratulations to Mrs. Frances Senior on winning second prize for a crocheted doily in the hobby show.



CONTACTS

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Editor: JIM PAUL

RECENT APPOINTMENTS

Winnipeg

Department W1767 — Drapery, Upholstering
and Blinds Workroom:

MR. J. T. OAKDEN, assistant.

Red Deer

Department RD244 — Women's and Misses'
Coats, Suits, Dresses, Millinery, Blouses,
Skirts, Sweaters, Sportswear, Lingerie,
Foundation Garments, House Coats, In-
fants', Children's and Teen-Age Wear,
Western Fur Promotion:

MR. J. I. McINTYRE, head of department.
(This in addition to present duties in De-
partment RD212.)

Department RD212—Drugs, Toiletries, Soaps,
Cameras, Books, Stationery, Candies, Jew-
ellery, Hollow-ware, Flat-ware, Watches,
Clocks, Handbags, Leather Goods, Notions,
Fancy Goods, Wools, Gloves, Hosiery, Hand-
kerchiefs and Neckwear:

MR. J. REIDY, assistant.

Department RD229—Men's and Boys' Cloth-
ing, Made-to-Measure, Furnishings, Hats,
Caps and Furs:

MR. M. OGILVIE, assistant.

Tisdale Order Office

MRS. D. M. McKERCHAR, in charge.

Rossland Order Office

MRS. R. SMITH, in charge.

Quesnel Order Office

MISS G. M. HENRY, in charge.

RECENT VISITORS

Recent out-of-town visitors to the Winni-
peg Store included the following:

MR. J. A. BROCKIE, Public Relations
Office, Toronto.

MR. W. BREMNER, Public Relations Of-
fice, Toronto.

MR. ALLAN Y. EATON, supervisor in
charge of Company-wide Expense Oper-
ations, Toronto.

MR. GEORGE RUDLAND, Toronto Buy-
ing Office.

MR. AND MRS. M. W. WICKHAM, assist-
ant general manager, Hamilton Store,
enroute home from the west coast.

DR. AND MRS. PEARSON GRIGGS, Bel-
fast, Ireland. Mrs. Griggs was formerly
Miss Muriel Ashby, Executive Offices.

Twenty-Two

THEY CAN GOLF TOO!

Stock Auditors Hold Annual Golf Tournament

When the Stock Auditors held their
annual golf tournament Friday, June
19, the department trophy was won by
Ted Chalmers. Prose could not do jus-
tice to the event, so two department
poets, G. Thibault and L. G. Curtis,
came up with this one!

'Twas the day after Thursday and all
through the course

Not a creature was stirring, not even
a horse.

When up to the tee strode, stalwart and
bold,

Stock Auditor Chalmers like Bob Jones
of old.

Addressing the ball with professional
stance,

He ignored snide remarks as if in a
trance.

At the ball he did swing, what a sight
to behold!

Here's a man who was hot though the
evening was cold.

Up to the tree tops the ball it did fly,
His colleagues then snickered, "You
can kiss it good-bye."

But, after hitting a tree trunk, boulder
and pipe,

Par four was easy for a man of his type.
Then he whistled and shouted and
cried for joy,

"I could always beat 'Boros', I'm quite
the boy."

Downed Ralph! Downed Reg! Downed
Bud and Jerry!

Beat Livi! Beat Mel! Beat Benny and
Harry!

Then Victor and Vanquished to the
nineteenth did go,

Where victuals and prizes were there
to bestow.

The food was delicious and a-plenty,
much to Carson's delight,

Leaving him last, to say "Thanks, Mrs.
L., before saying good-night.

VOTE AS YOU LIKE— BUT VOTE!

Be at the polls on August 10 to exer-
cise your franchise in the General
Election.

Defend Democracy by Voting on
August 10.

In Memoriam

"There is no Death! What seems so is transition; this life of mortal breath
Is but a suburb of the life elysian, whose portal we call Death."

J. H. WILDMAN

Former Edmonton Store Manager

The death occurred in Edmonton, Sunday, July 5, of Mr. J. H. Wildman, who, prior to his retirement due to ill-health in November, 1951, had been manager of the Edmonton Store for 18 years.

Affectionately known as "Harry" to his large circle of friends, Mr. Wildman had been in failing health for some time.

Mr. Wildman served the Company with distinction for over 27 years, rising rapidly within the organization, culminating in his appointment as Edmonton Store manager in March, 1933. A veteran of World War I, he was widely known for his community work, and was particularly interested in youth activities. His service to the Air Cadet League of Canada was recognized when he was awarded the M.B.E.

To Mrs. Wildman, his son and two daughters, we offer our deep sympathy at this time of bereavement.

JOSEPHINE ANDERSON

Mrs. Anderson, who worked five and a half years in the Women's Garment Alterations, passed away quite suddenly on June 22. She was a member of the Needlecraft Guild. To her family we extend our sincere sympathy.

WILLIAM J. KERR

An employee in the Staples Department for 33 years prior to his retirement in 1949, Mr. Kerr passed away on July 9. He was a member of St. John's Masonic Lodge, The Prince Rupert Chapter, L.O.L. No. 1307, and past patron, Mizpah Chapter, No. 14 O.E.S. We extend our sympathy to his widow and other members of the family.

CHARLES J. WATKINS

Mr. Watkins, noted for a conscientious 28 years' service as a maintenance engineer, passed away after a lengthy illness on June 13. Born in England, he had lived in Winnipeg for 48 years. He was a member of Court Atomic, I.O.O.F. To Mrs. Watkins and the other members of the family we extend our deepest sympathy.

VIOLET E. NICHOL

Miss Nichol had been with the Company for nearly six years when she passed away July 13 after a short illness. She was employed as a comptometer operator in the M.O. Packing. We extend our sincere sympathy to her parents, brother and sisters.

We extend sincere sympathy to those members of the staff who have lost
someone dear to them during the past month

In the Loss of a Father

MISS R. MATTOCK
M.O. Infants' Goods
MR. T. WEBSTER.....Infants' Goods
MISS N. M. MILLER...M.O. Cashiers
MR. D. D. THOMAS...Contract Sales
MISS M. JUNOR
M.O. Women's Sportswear
MR. G. BUKOSKE.....Grill Room
MRS. B. BINNINGTON
Handkerchiefs, Scarves, Neckwear

In the Loss of a Sister

MRS. J. FLYNN...Books and Stationery
MR. L. E. CHRISTIE...M.O. Handkerchiefs, Scarves and Neckwear

In the Loss of a Baby Brother

MISS C. LOWING
Dolls, Toys and Wheel Goods

In the Loss of a Mother

MRS. D. RIDGEDALE
Jewellery and Watch Repairs
MR. A. KEMP
Furniture and Sewing Machines
MRS. G. FOSTER.....Grill Room
MISS F. EDWARDS...M.O. Sales Room
MR. J. MILLER...Men's Clothing W.R.
MRS. P. HICKS
M.O. Men's Furnishings
MR. M. ZELLIS.....Radio Repairs
MR. H. V. McBRIDE...General Office

In the Loss of a Brother

MISS E. NELSON.....Sales Audit
MR. G. KISCHOOK.....Garage
MR. D. PATTON
Caretaking and Receiving
MR. F. McCORQUODALE
M.O. Men's Furnishings

Eatonians!

**CUSTOMERS
LIKE TO SEE A
Clean, Orderly
STORE**

**"Courtesy at
EATON'S"
This Week
and
Every Week**

**TAKE THE TIME TO KEEP YOUR
DEPARTMENT NEAT AND TIDY**

Let's **CO-OPERATE to OPERATE**